

Docket No.: 418268719US  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Morgan Perry

Application No.: 10/759,553

Confirmation No.: 8102

Filed: January 16, 2004

Art Unit: 3688

For: **METHOD OF DISTRIBUTING TARGETED  
INTERNET ADVERTISEMENTS BASED ON  
SEARCH TERMS**

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Examiner: S. Dagnow

**RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Commissioner:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated May 27, 2009, Paper No. 20090519, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.